

These conditions are still typical of India as they were of Europe in mediæval days. When landlords conceived a desire for manufactured luxuries they gratified it by reducing their personal establishments. Labour was diverted to handicrafts, and the industrial era began.

Industry stimulates industry. The making of shoes incites men to buy them and to make other things in order to produce funds for the purchase.

Each new handicraft then created others. This interaction is an accumulating force and rapidly extended the field of industry.

Handicrafts gave place to machinery. By harnessing the energy of coal with himself man augmented immensely the effectiveness of his labour. With the assistance of a machine, a few factory hands are as effective as scores of handcraftsmen. Not only was the output largely increased. Prices were lowered, and cheapness, as we have seen, has a potent effect in increasing demand. With each diminution of price the market widened : by lowering prices a factory encouraged the establishment of other factories.

The economic conditions of the present day are based almost wholly upon the use of machines.

There followed the organization of factory industry and a development of skill in management, engineering, prospecting, and in reading the market, without which production on a large scale would be impossible. A growing alertness

guided invention. and secured the prompt utilization of its discoveries. And labour became more effective as. with the spread of knowledge. it became more intelligent.

Manufacture is supported by purchases. and purchases are vastly stimulated by temptation.

Our eyes are everywhere assailed by advertisements. which have indeed become a feature not